



# ProSci Talking Points for Fisher Sales Reps

**Internal training document — not for distribution**

## Keep It Simple

- **ProSci = Antibodies.** We've specialized in antibodies for 28+ years. Proven quality, consistency, and scientific expertise.
- 50,000+ catalog antibodies available through Fisher — easy to order.
- Antibodies are a daily-use item for research and process development labs — just like pipettes or flasks.

## What to Say in Analytical Labs

- "If you need antibodies, ProSci is our partner brand. You can order them through Fisher, just like your other supplies."
- "They have a huge catalog of ready-to-ship antibodies, and if something doesn't exist, they even make custom ones."
- "ProSci is US-based, so turnaround is fast and reliable."

## Why It Matters for You

- **Easy Add-On Sale** — antibodies go hand-in-hand with plastics, media, and consumables.
- **No Deep Science Needed** — just point them to the ProSci catalog at [fishersci.com/pro-sci](https://fishersci.com/pro-sci).
- **Backed by Service** — custom services? ProSci handles the technical details; you get the credit for helping. Custom Antibody Services (CAS)  
For support: [abservices@prosciantibodies.com](mailto:abservices@prosciantibodies.com)

## Why it Matters for your Customer

- Customers receive the exact antibody they need, from experts who understand their application.
- Clear communication, personal support, and reliable, predictable timelines.
- Flexible options for customized antibody production.

## Simple Customer Example

Next time you need antibodies for your experiments, you don't have to shop around — ProSci antibodies are already available through us."

**1**

### Customer Care – [customercare@prosciantibodies.com](mailto:customercare@prosciantibodies.com)

For all inquiries related to:

- Bulk orders
- Stock availability
- Lead times
- Quotes
- Certificate of Analysis (CoA)
- Safety Data Sheets (SDS)
- Shipping details

**2**

### Technical Support – [techsupport@prosciantibodies.com](mailto:techsupport@prosciantibodies.com)

For scientific and product-related questions, including:

- Product applications
- Technical specifications
- Troubleshooting and usage guidance

**3**

### Custom Antibody Services – [abservices@prosciantibodies.com](mailto:abservices@prosciantibodies.com)

For inquiries specific to our Custom Antibody Services:

- Pricing
- Technical/scientific questions
- Project scope and feasibility